



WRC26

APMP | Western Region Conference

ACCELERATING PROPOSAL QUALITY

Disney's Grand Californian Hotel
Anaheim • November 5 & 6, 2026

CALL FOR PRESENTERS

The Association of Proposal Management Professionals (APMP) Western Chapter is calling for presenters for our 2026 Western Region Conference (WRC) at the Disney Grand Californian Hotel & Spa, Anaheim, CA. The APMP WRC brings together proposal, capture, and business development professionals across industries to exchange ideas, sharpen skills, and provide tools that figure out how to do more with less time and fewer resources.

Our theme this year is: *Accelerating Proposal Quality*. We're looking for presenters who offer compelling and practical solutions to common challenges and useful tips, tricks, and tools.

What Makes a Strong Session

- Sharing real-world experience (not just theory)
- Sparking new ideas, approaches, or perspectives
- Addressing common proposal, capture, and business development challenges
- Offering takeaways or tools attendees can apply immediately

Topic Areas

The bullets are suggestions to spark your creativity. Any proposal that aligns with one of the main five topic areas will be considered.

1. Career Building (For You & Your Team)

- Growing your career in proposal management
- Building, mentoring, and retaining strong proposal teams that thrive, not just survive
- Using metrics, feedback, and performance insights to prove your team's value

2. Technology & Innovation

- Using AI and automation to reduce workload without creating new problems
- Tools and workflows that truly fix collaboration, version control, and review cycles
- Hard-earned lessons when using new technologies: what worked, what needed tweaking, and what broke everything

3. Content & Knowledge Management

- Turning past proposals into assets instead of archives
- Making it easier to find the *right* answer fast under a demanding time schedule
- Structuring and maintaining libraries that scale across teams and business units

4. Orals & Presentations

- Designing clear, persuasive, and evaluator-focused presentations
- Coaching presenters to deliver with confidence, clarity, and consistency
- Aligning oral delivery with proposal messaging so the story holds together

5. Proposal Development Excellence

- Storytelling, win themes, and making the customer care and remember you
- Managing impossible deadlines, constant changes, and competing priorities
- Running effective reviews that improve quality; instead of just adding noise
- Capturing and applying lessons learned so the next proposal is better

SUBMISSION GUIDANCE

To be considered, please submit:

- Abstract (maximum 150 words)
- Key Takeaways Attendees will learn (3 bullet points)
- Speaker biography (maximum 150 words)

IMPORTANT DUE DATES

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| • Submission Deadline: | July 31 | • Mandatory Draft Presentation Due: | September 25 |
| • Presenters notifications: | August 7 | • Mandatory Final Presentation Due: | October 6 |
| • Final Materials (final abstract, biography, and headshot) Due: | August 14 | • Conference Dates: | November 5 & 6 |

SUBMIT YOUR PROPOSAL: <https://apmp-western.org/wrc/call-for-presenters/>

Questions? Contact: melle@apmp-western.org